



News Release

For Immediate Release:
Wednesday, August 6, 2003

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The Utah Department of Health Announces a “Click to Quit” Tobacco Resource

(Salt Lake City, UT) —Utah adults who are struggling to quit smoking can now find help and resources through just the click of a button at www.utahquitnet.com. This new Utah QuitNet Website launched today by the Utah Department of Health’s (UDOH) Tobacco Prevention and Control Program will provide Utahns valuable quitting resources around the clock.

The Utah QuitNet is a state-of-the-art quit smoking support program, which combines personalized information with peer and expert support. The site tracks each person’s progress and makes suggestions about next steps. Major sections of the site include “My Quit,” “Community,” “Resources,” “Expert Support” and “Quit Med Support,” etc. Additionally, QuitNet members have the options of receiving daily “Quit Tips” from the QuitNet via email.

Utah QuitNet's launch comes as the payoff to a month-long teaser campaign supported by billboard advertising along the Wasatch Front and television ads statewide stating the messages “Quit procrastinating,” “Quit bellyaching” and “Quit making excuses.” Today the mystery is over for curious Utahns, advertisements now feature the Utah QuitNet website information.

“In the last 12 months, more than 14,000 Utahns have called the Utah Tobacco Quit Line for counseling and information on how to quit. The line’s success has been incredible,” said Heather Borski, Manager, Tobacco Prevention and Control Program, UDOH. “Building upon that success, we now have this additional quitting resource for Utahns, QuitNet, that is available 24-hours a day, seven days a week to give people who want around the clock help.”

“In Utah, nearly 200,000 adults smoke cigarettes. About one in three of these people will die from this addiction,” said Dr. Scott Williams, Deputy Director, UDOH. “Tobacco use is the leading preventable cause of death in Utah and the rest of the United States, killing more than

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400,000 people each year—that is more than AIDS, alcohol, homicide, suicide, motor vehicle accidents, and illegal drugs combined.”

UDOH encourages all Utahns who are trying to quit smoking or in need of information to visit the site. Utah QuitNet services are free to all Utahns who want to become members. Becoming a member requires a login and password, which is confidential and determined by the user.

QuitNet is funded through the Tobacco Settlement Fund, provided by the Master Settlement Agreement. The site complements other tobacco prevention and control activities being implemented in Utah. The UDOH will use Utah QuitNet to collect data from those who are trying to quit smoking, which will help develop more effective campaigns and resources.

The tobacco industry spends \$65 million yearly in Utah (\$9.57 billion nationwide) marketing its products to children and adults. The UDOH counters tobacco industry advertising with its anti-tobacco media campaign. In Utah, the ratio of pro-tobacco media spending to anti-tobacco media spending is 20:1.

Well-designed media campaigns are a cost-effective means of affecting attitudes, social norms, and behaviors. These messages heighten public awareness about the health effects of tobacco products, encourage people never to start using the products, and motivate them to get help in quitting. The UDOH’s media efforts are critical to driving Utahns to services such as the Utah QuitNet and Utah Tobacco Quit Line.

Utahns who need help quitting tobacco may also call the Utah Tobacco Quit Line at 1-888-567-TRUTH. The Quit Line offers live tobacco cessation counseling, as well as referrals to additional services, state-of-the-art cessation booklets and kits filled with quitting aids such as gum, straws, nail files and pens. The Quit Line operates Monday - Thursday from 6 a.m. to 10 p.m., Friday from 6 a.m. to 10 p.m., and Saturday and Sunday from 7 a.m. to 6 p.m.

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